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For Wartime Beauty-

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For Wartime Beauty—

In spite of restrictions, cosmetics continue to keep the American woman well-groomed, says Virginia Bates

COSMETICS, the American woman's beauty insurance and morale builder, will not be sacrificed for the war effort.

Though curtailments and restrictions have been necessitated by the WPB toiletries order, this reduction in production was imposed only on preparations using large amounts of critical materials.

The ingenious cosmetic chemist continues to supply manufacturers with substitutes and replacements for the ingredients which are restricted by the war effort or which are unavailable because of the closing of foreign markets. Cream cologne and solid perfume are adaptations of toilet waters which formerly contained a high alcoholic concentration, for alcohol has joined the list of wartime shortages.

Permanent waves will use only normal body heat in the future to conserve unreplaceable chemicals.

Feminine loveliness keyed to the tempo of the times will be retained because of the ingenuity of the cosmetic chemist



The work of the chemist in supplying substitutes is helping to continue cosmetics use for the American woman. But the natural growth of the industry itself, changes which would have come about regardless of the war, are also responsible for the continuance of cosmetics.

Now liquid cosmetics answer another need for they are lighter, easier to ship and require less glass and a smaller closure, which is especially important at this time. Their production, storage and shipping costs are less. This is a comparatively new field, however, and all the possibilities of it have not yet been explored.

Perhaps a more important question than whether cosmetics will remain available is, "Are they really necessary?" Beauty aids, including lipsticks, powders and perfumes, were purchased by the American public in 1941 at a total cost of more than a half billion dollars. This figure has shown a marked increase during the months since that compilation was taken.

The place of cosmetics in the war was one of the lessons which England taught us. Originally England placed a cosmetic restriction limiting production to 25 percent of pre-war production. It was discovered, however, that the civilian population was becoming depressed and industrial production was decreasing. Undercover cosmetic trade was flourishing which proved more of a detriment to the civilian population because the cosmetics were often made of injurious products.

As a trial method, cosmetic stations were provided in many of the war plants which resulted in a rush of women workers for employment and in an increase in production. The results made it advisable to lighten the restrictions which had been imposed and the limit for the nation was relaxed to 50 percent of the peacetime level.

The men of Iowa State have their own ideas on the place cosmetics have during wartime.

A half billion dollars a year spent on cosmetics is a good investment, Stuart Kuyper, cadet colonel of the ROTC Engineering Unit, feels.

"Beauty is worth a half billion," Dr. J. C. Schilleter, director of the Memorial Union, agreed with Kuyper. Unless the chemicals in cosmetics are worth much more to war industries, women should be permitted to spend this money to keep up their own morale as well as the men's morale.

Cosmetics answer a definite need of the American public; their essentiality is related to the normal routine of living. An increased demand may be directed toward the sensible, protective type of cosmetics. The cosmetic industry's ability to operate under difficulties is an assurance that there will continue to be cosmetics available.